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REGISTRATION SECTION
DEPARTMENT OF JUSTICE

UNITED STATES DEPARTMENT OF JUSTICE

WASHINGTON, D. C.

Form FA-11

REGISTRATION NO. 619

AMENDMENT

TO SUPPLEMENTAL REGISTRATION [] EXEMPTION [X] STATEMENT
(Indicate which)

NUMBER 619 FILED 31Dec63

Pursuant to the Foreign Agents
Registration Act of 1938 as Amended

Name of registrant (or agent) NETHERLANDS NATIONAL TOURIST OFFICE

Name of foreign principal Algemene Nederlandse Vereniging
Voor Vreemdelingenverkeer

The answers to the items of the above-mentioned statement listed below are hereby amended to read as follows:

(Insert proper item numbers)

Item No. 1.(b) NONE

Item No. 7

Giving tourist information and publicity for the Netherlands involves the supply of general touring information - in the form of booklets, pamphlets and direct correspondence and publicity releases - to the traveling public and travel agents. If support of this activity we employ advertizing and public relations firms (see Item 10 (c))

In addition we sent the following writers to Holland to do travel stories: Miss Helen Grey, Managing Editor, Modern Bride Magazine and Mr. W. A. Powers of Town and Country Magazine.

Item No. 10 (b) - NONE

Item 10 (a) Miss Margot Helene de Hartog	-	YES
48-30 40th Street		
New York, New York		
Miss Moira Sheehan	None	NO
41 West 58th Street		
New York, N. Y.		

Item No. 10 (c)

Various Times	C.J. LaRoche & Co. 575 Lexington Ave. New York, N. Y.	Advertising	\$200,000.00
" "	The Lampert Agency 30 East 42nd Street New York, N. Y.	Advertising	
" "	Ed. Gottlieb & Assoc. 640 Fifth Avenue New York, N. Y.	Pub. Relations	\$50,000.00
	TODAY Show NBC-TV 30 Rockefeller Plaza New York, N.Y.	Promotion	<u>\$30,000.00</u>
		TOTAL	<u>\$280,000.00</u>

~~XXXXXXXXXX~~

With reference to the above, please see attached estimate from C. J. LaRoche & Co., for details. The difference between their net cost and the \$200,000 above were in additional production costs. These were four-color ads.

The Lampert Agency did our Black-and-white ads. There were 6 ads and cost \$5000 in total. Please note, however, were paid for this advertising from our operating expenses as noted in Item 10 (a) of our Supplemental Registration Statement.

Our public relations firm generally assisted in our overall promotion activities. Their fee was a flat \$50,000.

As for the TODAY Show, were arranged to have the stars and crew go to Holland for a week's telecasting (tape) in the U.S.A. This \$30,000 represents costs and expenses for them.

(If additional items are to be amended, insert additional pages as needed)

Exhibits.--The following additional or amended exhibits are attached hereto as a part of this amendment (list exhibits attached) LaRoche Estimate 1 Rev.#7

NOTE.--The amendment will not be accepted for filing unless both copies are signed and sworn to as required below.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment to the supplemental statement mentioned above and the attached exhibits, that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of information contained in any Exhibit A filed herewith insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

(If the agent is a partnership, corporation, association, or other combination of individuals, this amendment shall be signed and sworn to before a notary public, or other officer authorized to administer oaths, by a majority of those partners, officers, directors, or persons performing similar functions who are in the United States. If no such person is in the United States, the amendment shall be signed and sworn to by the duly authorized representative of the agent.)

Onno Leebaert
(Signature) Director

(Signature)

(Signature)

(Signature)

(Signature)

Subscribed and sworn to before me at New York, New York
this 22th day of February, 1964.

GEORGE O. FOX
Notary Public, State of New York
No. 43-6369950
Qualified in Richmond County
Certificate Filed With N. Y. Co. Clks.
Term Expires March 30, 1964

George O. Fox
(Notary or other officer)

My commission expires _____, 19__.

C. J. LA ROCHE and COMPANY

INCORPORATED

ADVERTISING

575 LEXINGTON AVENUE, NEW YORK 22, N. Y.

DATE August 9, 1963
December 13, 1962

To ANVV

Consumer

ESTIMATE No. 1 Rev. #7

1963

Publication	Circulation	Issue	On Sale	Closing	Ad #	Space	Rate	Cost
The Atlantic (10% Discount)	270,241	March June Sept. October November	Feb. 28 May 30 Aug. 28 Sept. 30 Oct. 30	Jan. 14 Apr. 12 July 12 Aug. 14 Sept. 13	103 104 102 106 107	Page 4-Color Page 4-Color Page 4-Color Page 4-Color Page 4-Color	\$2,925. 2,925. 3,172.50 3,172.50 3,172.50	\$ 15,367.50
Harper's Magazine (10% Discount)	287,825	March June Sept. October November	Feb. 27 May 27 Aug. 28 Sept. 30 Oct. 28	Jan. 15 Apr. 15 July 15 Aug. 15 Sept. 13	103 104 102 106 107	Page 4-Color Page 4-Color Page 4-Color Page 4-Color Page 4-Color	2,902.50 2,902.50 3,136.50 3,136.50 3,136.50	15,214.50
Holiday	906,863	March April June October November	Feb. 15 Mar. 15 May 15 Sept. 14 Oct. 15	Dec. 24 Jan. 25 Mar. 25 July 25 Aug. 23	100 103 102 107 106	Spread * Page 4-Color Page 4-Color Page 4-Color Page 4-Color	17,050. 10,185. 10,185. 10,185. 10,185.	57,790.00
New Yorker	437,368	Mar. 9 Mar. 23 May 18 Sept. 7 Sept. 28 Oct. 26 Nov. 2	Mar. 7 Mar. 21 May 16 Sept. 5 Sept. 26 Oct. 24 Oct. 31	Jan. 11 Jan. 25 Mar. 22 July 12 Aug. 2 Aug. 30 Sept. 6	100A 103 104 102 106 108 107	Spread * Page 4-Color Page 4-Color Page 4-Color Page 4-Color Page 4-Color Page 4-Color	8,750. 5,250. 5,250. 5,250. 5,250. 5,250. 5,250.	40,250.00
Saturday Review	310,000	Mar. 16 Apr. 20 Sept. 14 Sept. 28 (ASTA) Oct. 12	Mar. 12 Apr. 16 Sept. 10 Sept. 24 Oct. 8	Feb. 21 Mar. 29 Aug. 23 Sept. 6 Sept. 20	103 104 102 106 107	2nd Cvr 4-C 3rd Cvr 4-C Page 4-Color Page 4-Color Page 4-Color	3,885. 3,885. 3,885. 3,885. 3,885.	19,425.00
Time (N.Y. Metro Ed.)	315,000	Mar. 15 May 10 Sept. 13 Sept. 27 Oct. 25 Nov. 8	Mar. 12 May 7 Sept. 10 Sept. 24 Oct. 23 Nov. 5	Jan. 25 Mar. 22 July 26 Aug. 9 Sept. 6 Sept. 20	103 104 102 106 107 108	Page 4-Color Page 4-Color Page 4-Color Page 4-Color Page 4-Color Page 4-Color	3,840. 3,840. 3,840. 3,840. 3,840. 3,840.	23,040.00
N.Y. Times Sunday ASTA Special Magazine	1,350,000+ 100,000 West Coast Ed.	Oct. 27 + Dist. with Oct. 28 West Coast Ed.		Aug. 19	108	Page 4-Color		7,300.00

Gross Space Cost \$178,387.00

Less Cash Discount 2,908.48

Net Space Cost \$175,478.52

Ad #'s

* 100 = Tulips - Spread = Left Hand Page 4-C +
Right Hand Page B&W.

102 = Art
103 = Parliament
104 = Canal
106 = Food
107 = Shopping
108 = Statue

Revised to: 1) Switch Oct. & Nov. Holiday ads.
2) Change Oct. 26 Sat. Review to Oct. 12 (ASTA Issue)
3) Add N.Y. Times ASTA Special Mag. Section.

Your signature on this estimate constitutes your approval and our authority to order the space at these rates, subject to acceptance by the publishers.

Aggregate space contracted for is expected to be used. Otherwise you agree to pay for space actually used on basis of rate earned.

Cash discounts are allowed on publisher's net charge and only when bills are paid by dates indicated on bills.

Orders for color pages are not subject to cancellation.

Approved.....

Date.....